

**REGULAR MEETING MINUTES OF THE
DOWNTOWN DEVELOPMENT AUTHORITY/OWOSSO MAIN STREET
CITY OF OWOSSO**

August 2, 2023, AT 7:30 A.M.

CALL TO ORDER: The meeting was called to order by Chair Jon Moore at 7:47 A.M.

ROLL CALL: Taken by Chair Jon Moore

PRESENT: Chair Jon Moore, Vice-Chair Lance Omer, Commissioners Josh Ardelean, Melissa Wheeler and Emily Olson

ABSENT: Commissioners Bill Gilbert, Nicole Reyna and Mayor Robert J. Teich, Jr. Commissioner Wheeler left at 8:42 A.M. Commissioner Ardelean left at 9:00 A.M.

OTHERS PRESENT: Lizzie Fredrick, DDA/OMS Director and Nick Bruckman, AmeriCorps Member

AGENDA:

MOVED BY WHEELER, SUPPORTED BY OLSON TO APPROVE THE AUGUST 2, 2023 DDA/OMS AGENDA AS PRESENTED.

**AYES: ALL
MOTION CARRIED**

MINUTES:

MOVED BY OLSON, SUPPORTED BY ARDELEAN TO APPROVE THE JUNE 7, 2023 DDA/OMS ANNUAL MEETING MINUTES.

**AYE: ALL
MOTION CARRIED**

MINUTES:

MOVED BY OLSON, SUPPORTED BY OMER TO APPROVE THE JULY 18, 2023 DDA/OMS SPECIAL MEETING MINUTES.

**AYE: ALL
MOTION CARRIED**

PUBLIC COMMENTS: None.

ITEMS OF BUSINESS:

1. **CHECK REGISTER JUNE-JULY 2023:** Fredrick reviewed the check register and highlighted expenses related to the Vibrancy Grant.

MOVED BY WHEELER, SUPPORTED BY ARDELEAN TO APPROVE THE CHECK REGISTER AS PRESENTED FOR JUNE AND JULY 2023.

**AYES: ALL
MOTION CARRIED**

2. **REVENUE AND EXPENDITURE REPORTS:** Fredrick reviewed the Revenue and Expenditure Report and answered questions.

3. **DELINQUENT LOAN REPORT:** Fredrick reviewed the Delinquent Loan Report and answered questions.

Wheeler asked about Revolving Loan Fund payment methods.

Omer noted that he would like to see more rigorous standards and consequences with future RLF loans.

4. **CHARGEPOINT REPORT:** Moore reviewed the ChargePoint Report and outlined ongoing challenges with the Electric Vehicle Charging Stations.

Fredrick noted current steps she is taking to remedy EV charging reliability issues.

5. **SOCIAL MEDIA ANALYTICS:** Fredrick reviewed the June and July social media analytics.

6. **OMS COMMITTEE STRUCTURE:** Fredrick answered questions about chair and committee structures and noted Committee requirements from the DDA/OMS Bylaws and Michigan Main Street Program.

Olson asked about Board involvement in OMS committees, noting the value of OMS board member engagement.

Ardelean outlined past challenges for OMS with volunteer committees.

Wheeler shared ideas to increase committee participation through local business owner involvement.

Moore proposed a special meeting to discuss OMS committees.

COMMITTEE UPDATES:

1. **Design:** Fredrick updated the Board on the Design Committee's Fall Beautification Program, which will benefit the Pocket Park, Rusted Tree planter bed and Welcome to Downtown Owosso signs.
2. **Promotion:** Olson provided an overview of OatFest financials, attendance and event programming including concepts for future events celebrating art.

Fredrick shared that she will be teaching two free yoga classes at the amphitheater and that she is working with Brian Atkins from Home Field Michigan Real Estate Consultants on Mini Golf Madness, a free putt-putt event, scheduled for Friday, September 15, 2023.

3. **Organization:** Moore notified the Board that they received an application for the Resident Board Member vacancy.

Fredrick provided updates on Downtown Owosso website needs and the creation of a monthly community newsletter.

4. **Economic Vitality:** Omer shared that the Grow with Google Workshop had great attendance.

Fredrick provided updates on plans for a Downtown Business Owner Meet-Up and a second Grow with Google Workshop for downtown businesses.

BOARD CONTINUING EDUCATION/INFORMATION: Fredrick noted that Michigan Main Street will be meeting with OMS for accreditation review on October 31, 2023.

Moore shared that he participates in monthly Michigan Main Street meeting for Board Chairs.

DIRECTOR UPDATES: Fredrick asked the Board to individually complete the remainder of their Michigan Main Street Self-Assessment and submit their scores via email.

Fredrick shared that Michigan Main Street has selected OMS to be a part of a Retail Merchandising pilot program, where six businesses will meet with a retail merchandising consultant. Fredrick noted that businesses were selected on a first-come-first serve basis.

BOARD COMMENTS: None.

ADJOURNMENT:

MOVED BY MOORE, SUPPORTED BY OMER TO ADJOURN AT 9:10 A.M.

AYES: ALL

MOTION CARRIED

NEXT MEETING SEPTEMBER 6, 2023.